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HOLDRIDGE'S BOOK OF BERRIES

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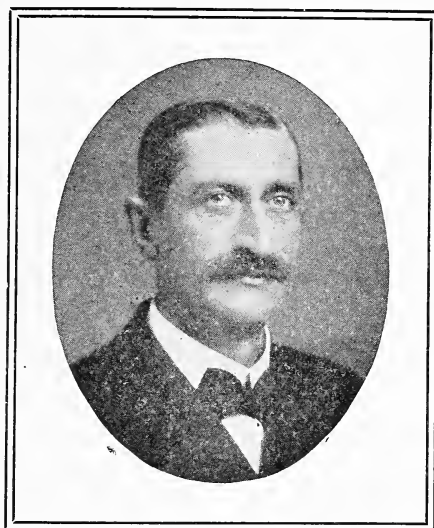
S. E. HOLDRIDGE
LEDYARD, CONNECTICUT

POST OFFICE ADDRESS
NORWICH, CONN.

R. F. D. 6 TELEPHONE CONNECTION

36,000 Plants Purchased by Canadian Growers

In November, 1928, Mr. C. Howard Fisher of Ontario, Canada, a large grower of strawberries and other fruits wrote to Prof. A. E. Stevens of the Connecticut Agricultural College asking him where he could purchase true-to-name Howard 17 plants. Mr. Fisher had formerly purchased his plants of the late Charles E. Chapman of North Stonington. The introducer of the Howard 17, Professor Stevens kindly sent the letter received to the writer and as the result of this letter 36,000 plants have been ordered to be shipped to Canada this spring of 1929. Professor Stevens has been head of the Gardening Department at the Connecticut Agricultural College at Storrs for many years, is a man of sterling character and would not have introduced Mr. Fisher to the writer if he had not known there was quality back of Holdridge's plants.



S. E. HOLDRIDGE

TO OUR CUSTOMERS AND FRIENDS

Another year has passed into history and again we are aware that spring will soon be with us. It is our duty to ourselves and our families to plan and make preparations for the coming year. I am grateful to our many friends for their confidence in us and trust that this mutual understanding shall continue to exist. An increasing demand for our plants each year is evident by the fact that our volume of business at present is far ahead of that of any preceding year.

OUR CATALOGUE

This is not a large pretentious catalogue, yet it brings you an honest message about the different varieties of plants we grow. It has been prepared with the desire to have it sensible and free from exaggerations. I am opposed to filling our catalogue with a long list of worthless varieties. But we confine our lists to the fewest possible varieties and introduce only those new varieties which have some added value over other introductions.

OUR PLANTS

We strive to improve the quality of our plants each year by selecting the best plants for setting and then growing them right. The high quality of our plants is favorably known all over New England and adjacent states. Plants grown in our climate have great vitality and vigor. A grower can build up a reputation as to honesty and veracity by sending out only true-to-name plants, carefully graded, properly packed and plants that will fruit heavily for their owner. True-to-name plants is the outstanding feature in successful strawberry culture.

Jewett City, Conn., May 9, 1928.

Mr. S. E. Holdridge, Norwich, Conn., Dear Sir:—I have purchased strawberry plants from you for the past five years. They have always been first quality and the ones recently received are the same. I am always sure of nice berries from your plants. Thank you for the extras.

Yours truly, MRS. E. M. SWIFT.

P. S.—In the above note I have written the truth. You are welcome to use it in your catalogue if you care to do so.

Mrs. Swift was one of my valued friends and customers and since the above letter was written she has been called to that distant home where friends do not part.

S. E. H.

OUR GUARANTEE

Plants sent out from this farm will be true-to-name. Free from any disease. Properly trimmed. Bunched, packed and labeled and will reach their destination as nearly fresh as when dug. What honest grower could do more?

PRICES

The prices quoted herein are not high for the quality of the plants sent out. A fair price for good plants is a good investment. These prices include free delivery to your home or express office anywhere in New England.

ORDER EARLY

Order your plants early and set them out early. If you order your plants early you will be sure of getting the varieties you want and you will get the plants when you want them. When your plants arrive if you are not ready for setting out, take from box or package and put in cellar in a cool, dark, place. If left in package they might heat. Wet roots before setting.

TERMS

Orders may be booked at any time. If not ready to send full remittance now, send part payment and the balance before shipping. Remit in any way most convenient to you.

TESTIMONIALS

A few testimonials from satisfied customers are printed herein. If good plants had not been sent, they would not say, unsolicited, what they do in their letters.

It is very pleasing to me to receive such testimonials. A satisfied customer is the best advertisement. Read what others say unsolicited. I am always pleased to have a kind word from customers. If my plants have pleased you tell someone else. It will be appreciated.

(How's this for a garden plot?)

Norwich Town., May 12, 1928.

Mr. S. E. Holdridge, Dear Sir:—Last season from a bed of your plants about 35 by 50 feet square, I picked between three and four bushels of berries. Those of my neighbors whom I supplied said they were the nicest berries they could get.

Yours truly, H. L. YERRINGTON.

ORDER NOW

After reading this book on berries and thinking the thing over carefully, won't you take the order sheet inclosed, find the prices of the different varieties and make out your order. I promise you, healthy, well-rooted, true-to-name plants safely delivered to your door or express office. You will not be disappointed in the spring.

Again thanking you for past favors and trusting to receive part of your patronage if not all, I bring this message to a close and wish you all a most prosperous and bountiful season.

S. E. HOLDRIDGE & SON.

Norwich, Conn., R. D. No. 6.

Telephone Connection, Norwich Division, 1855-4.

GRADING AND PACKING

We do not carry plants in stock. Our plants are freshly dug each day. Dug with a fork, carried to the packing shed—trimmed under cover with no exposure from sun or wind, tied into bunches of 25 with good count. Counters are advised to

throw out small and inferior plants. They are then packed in live moss of which we are fortunate to have growing on our farm. They are usually shipped within 24 hours after they are dug.

Every season there are many who wait until they get their ground ready for setting plants and then call us up on the phone or send their remittance and want their order filled within one day. They do not think that orders are booked and filled in rotation. If their orders were received early they would be sure of getting their plants when they wanted them. Order early and have them when you need them.

SETTING OUT PLANTS

A good distance in setting out plants in rows is from 3½ feet to 4 feet between the rows and from 18 to 20 inches in the row. This gives the narrow matted row which is the best kind of a row unless you grow them in the hill system when plants are set about 12 in the row and from 3 to 3½ feet between the rows. Barnyard manure spread broadcast on the land after it is plowed and thoroughly disced in is the best thing you can do to add fertility to the land and to get a better growth of strawberry plants and fruit. Ground bone and acid phosphate make a good fertilizer to put in the drill or around the plants.

I don't like to say in a boastful way that my Howard 17 plants are superior to many Howard 17 plants on the market to-day; but if you could plant mine alongside of others you would note the difference of \$1 per M. in quality plants and plants of ordinary culture.

VARIETIES

CORSICAN (Perfect)—This variety is the sweetest that I have had the pleasure of eating. People who cannot eat an acid strawberry will do well to plant of this variety. It is a mid-season berry, foliage large and healthy. The fruit is large and bright red in color. Is prolific and has perfect blossoms. This variety will not bear as much fruit as Howard or Premier, but the quality is there and the demand is such that we are sold out each year before the season closes.

Price \$1.25 per hundred; 250 for \$2.50; 500 for \$4.00; 1,000 for \$8.00.

ADAMS' EARLY (Perfect)—Not as early as Premier but a variety that makes plenty of plants. Is very productive. Bears a good sized berry. Deep crimson in color. Commences to bear soon after Howard 17 and continues a long while in bearing. Will succeed on any soil and stands neglect more than many varieties.

Price \$1.00 per hundred; 250 for \$2.00; 500 for \$3.50; 1,000 for \$7.00.

BIG JOE (Perfect)—I fruited this variety last season for the first time and was so well pleased with it that I set out more plants and have some to offer to the trade this spring. It makes me think of the Chesapeake only it makes more plants than that variety. It is very fancy and with me last season was productive. I have not a large quantity of plants and can only furnish in small quantities.

Price \$1.50 per hundred; 250 for \$3.00; 500 for \$5.00.

HOWARD 17 (Perfect)—This is a wonderful variety and in my estimation there is no other variety at the present time that can excel it. It commences to bear early and continues in bearing for a period of nearly four weeks. This is a big asset in having a variety that will fruit so long; the berries are large and fancy and do not grow small at the end like some varieties. I have a stock of true-to-name Howards. Having purchased my original plants, 50 in number from Prof. Stevens of Storrs College the same year that the late Charles E. Chapman of North Stonington, Conn., who introduced the Howard 17, purchased his plants from Prof. Stevens. Mr. Chapman and I were the only

two people who purchased the original plants. I am careful in selecting plants each year to set out and have now a strain of Howard 17 plants that are more prolific than when I bought the original plants. Some growers of Howard 17 plants are selling plants for \$7.00 and \$7.50 per M., but I will not cheapen the price by selling small inferior plants.

Price \$1.50 hundred; 250 for \$3.00; 500 for \$5.00; 1,000 for \$8.00.

➤ **GASSETT (Perfect)**—A chance selling found in Vermont and introduced by me several years ago. It has behaved splendidly and will produce an enormous crop if given half a chance. The foliage is dark green, free from any leaf spot, and are perfectly healthy. The berries are of good size and light crimson in color. A safe berry to plant commercially. I have tried this variety on light and heavy soil and it has never failed to produce a fine crop of berries.

Price \$1.00 per hundred; 250 for \$2.25; 500 for \$3.75; 1,000 for \$7.50.

PREMIER—I think a lot of this variety because it comes into bearing so early. It resembles the Howard 17 in many ways. It will bear just as many bushels as the Howard. Is fancy and continues to fruit a long time. The only difference that I can find between this variety and the Howard that it is a few days earlier and is nearly frost proof which is a great asset in an early berry.

Price the same as Howard 17.

ABINGTON (Perfect)—An old variety that has stood the test of time and is still making friends. It is a mid-season variety and bears an abundance of berries. It is very productive and a good plant maker. The quality is excellent and I have often remarked that if I could only raise one variety to eat it would be the Abington. I have old customers who buy this variety year after year.

Price \$1.00 per hundred; 250 for \$2.25; 500 for \$4.00; 1,000 for \$7.50.

➤ **RIDGELEY (Perfect)**—This is a new variety which I have not fruited. The plants made a remarkable growth with me and they look very promising. The originator from whom I purchased the plants speaks highly of this variety and describes it as a mid-season berry, deep red in color and productive.

Price \$1.00 per hundred; 250 for \$2.25; 500 for \$3.75.

PEARL (Perfect)—Perhaps the latest berry known at the present time. I have been fortunate in growing for the past two years this wonderful variety. Plants very large, healthy. Berries commence to bear when other varieties are nearly gone. Berries deep red, large and fancy. Supply limited.

\$1.50 per hundred; 250 for \$3.00.

SPECIALS

I am offering two collections this year. Three varieties each and all good. Will supply the needs of any small family or will give you a start in strawberries.

Collection No. 1

Fifty Abington, \$0.75. 50 Adams' Early, \$0.75. 50 Gasset or Ridgeley, \$0.75. All for \$2.00.

Collection No. 2

Fifty Howard or Premier, \$1.00. 50 Corsican, \$1.00. 50 Gasset or Ridgeley, \$0.75. 50 Adams' Early, \$0.75. All for \$2.75.

RASPBERRIES

WINFIELD (Black)—In my opinion this is far superior to any black cap grown, perfectly hardy, very early. Ripens soon after our late strawberries have finished. Extra large. Very sweet. Very productive. Will outyield any other variety. Will produce more dollars than any red variety as per number of plants. They are the most profitable black cap that I ever grew. I formerly grew the Plum Farmer but this variety will beat that good variety two to one. There are not many dealers in New England, if any who have this variety for sale besides me. Is free from mosaic and will withstand the New England winters coming out in the spring with not a plant killed. It is the most wonderful black raspberry that I have ever seen.

Price: \$0.20 each; 12 for \$2.00; 25 for \$3.00; 50 for \$5.00.

CUTHBERT (Red)—This is one of the most valuable of the old standard varieties. It has been widely grown in all sections of the country and has given excellent results both for home use and for commercial purposes. Cuthbert is a good, vigorous grower and produces large and bright red berries. Probably no

other red raspberries is so extensively grown as the Cuthbert and the demand for the plants is always heavy.

Price: \$0.10 each; 25 plants, \$2.00; 50 plants, \$3.00; 100 plants, \$5.00.

RHUBARB OR PIE PLANT

MYATT'S LINNEAUS—The best variety. The first thing in the spring to furnish material for pies and sauce. Easy to grow and very healthy. Large, early, tender and yields abundantly.

Price: \$0.20 each; 10 for \$1.75; 100 for \$10.00.

TESTIMONIALS

(A satisfied customer is the best advertisement.)

(Well pleased.)

May 22, 1928.

Mr. S. E. Holdridge, Dear Sir:—The strawberry plants arrived and in excellent condition. I was very much pleased with them. Thanking you very much.

Sincerely yours, BESSIE J. BROWNING,
219 Maple Street, Norwich.

(A satisfied customer for many years.)

Windsor, Conn., May 5th, 1928.

Mr. S. E. Holdridge, Dear Sir:—Received your shipment of plants. They came in fine shape as usual. You notice I increase my order with you every year, which speaks for itself, by way of confidence and satisfaction I received from your plants. Wishing you a prosperous year.

I remain yours very truly, JACK YAVENER.

Mr. Yavener has purchased from 3 to 6 thousand plants from me each year for the past 5 or 6 years. He believes in purchasing his plants instead of breaking into his own beds.

(Well satisfied.)

Mr. Holdridge:—The strawberry plants received O. K. and they look to be good ones.

Thanking you, I remain MR. WILLIAM BARBER,
Sterling, Conn.
R. D. Box 36.

(Satisfied customer comes back.)

Williamstown, Vt., May 1, 1928.

Dear Sir:—Send me five hundred Howard 17 plants. As I had five hundred last year and was very much pleased with your plants.

MRS. RICHARD SEALEY.

(Mr. Tefft has purchased plants from me for many years.)

Oakdale, Conn., May 9, 1928.

S. E. Holdridge, Dear Sir:—Please find check enclosed for sixteen dollars for the two thousand strawberry plants I bought of you. I don't think I have lost one of them. They were nice plants and I thank you very much for the favor.

Yours truly, ELMER J. TEFFT.

(Mr. Jones' first order was for 10,000 Howard 17 plants.)

May 15, 1928.

S. E. Holdridge, Norwich, Conn., Dear Sir:—Please send by P. P. 300 more Howard 17 plants. My plants were very good, especially for this season.

Yours truly, CHAS. C. JONES,
Whitehall Road, Amesbury, Mass.

(This from a new customer.)

Vernon, Conn.. May 12, 1928.

Mr. S. E. Holdridge, Norwich, Conn., Dear Sir:—In your shipment of the 200 Howard 17 strawberry plants, I counted 206 thrifty plants. Next time I won't be afraid to make it 400. Hope to see you next year.

Yours very truly, OLIVER K. DRIGGS.

(An old customer for many years.)

Stonington, Conn., April 27, 1928.

Mr. Holdridge, Dear Sir:—Plants and refund received O. K. Thank you.

Yours truly, DAVID MASON.

(Satisfied customers advertise.)

Stratford, April 4, 1928.

S. E. Holdridge, Dear Sir:—Was recommended by Mr. Fair of Shelton to get a few plants for my bed. In years gone by they have bought plants of you and were satisfied.

Yours truly, R. B. DOMAN, Elm Street.

(Same old story.)

Mr. S. E. Holdridge, Dear Sir:—I bought plants of you last year and your plants are fine.

H. O. PELLETT, Scotland, Conn.

(An old customer after information.)

Franklin, Mass., R. F. D. No. 2.

Dear Sir:—Just a few lines from one of your old customers that was satisfied with your berry plants. I would like to have your advice on what kind of fertilizer would be the best to give berries a good start and when to apply the same and what would be a good spray. Hoping this letter will not be in vain.

Yours truly, FRANK LUSTENBERGER.

Mr. Lustenberger got the advice he asked for and we are always willing and glad to give our advice on growing plants. Our long experience in growing strawberries over 30 years will be cheerfully given.

(Small orders promptly taken care of.)

Yantic, May 20, 1928.

Mr. S. E. Holdridge:—Thanks much for your prompt attention to my small order for berry plants, which came in fine shape yesterday, and I have them set this morning.

Cordially yours, JAMES W. HUNTINGTON.

(Promptness acknowledged.)

Mr. S. E. Holdridge, Norwich, Conn., Dear Sir:—Received Howard 17 plants Monday afternoon and thank you for sending them so promptly. Enclosing money order for same and six Winfield Black Cap plants.

MRS. LOUISE TAYLOR, Brooklyn, Conn.

Norwich Town, Conn., Jan. 8, 1929.

Mr. Samuel Holdridge, Dear Sir:—I take great pleasure in thanking you for those wonderful Howard No. 17 strawberry plants I received from you and you should see the wonderful bed of strong plants I grew from them. All my neighbors are raving about them—you sure can grow strong plants.

MR. DELOR H. MOSSEY, R. F. D. No. 8.

Office of State Entomologist

No. 597

(Seal of Conn.) Date—August 21, 1928

(Copy)

State of Connecticut

Connecticut Agricultural Experiment Station

New Haven, Conn.

**NURSERY INSPECTION AND REGISTRATION
CERTIFICATE**

This is to Certify that S. E. Holdridge, of Ledyard, Conn., has registered as a Nurseryman, that the nursery stock has been duly examined in compliance with the provisions of Chapter 265, of the Public Acts of 1925, and that it is apparently free from dangerously injurious insects and plant diseases.

This certificate expires August 1, 1929.

W. E. BRITTON, State Entomologist.

